





Rep Order# 6851227 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Printed: 09/12/2012 11:53 AM  
Last Received: 09/11/2012 9:22 AM

3 of 6

Showing Buylines: All Lines

Agency	( ) AMERICAN RAMBLER PRODUCTIONS	Rep Firm	PHILADELPHIA
Sales Office	( ) BEVERLY, MA 02494	Salesperson	( ) AMY MCCREARY
Agency C/P/I/P2/E	//3/73	Salesperson Phone#	215-568-6540
Flight Dates	09/12/2012 - 09/18/2012	Salesperson FAX#	215-568-1845
Hiatus Weeks			
L/T	In Day Time Program	Len	Rate
---	---	---	---
19	W-F 4P-430P	:30	\$350.00
	Buyline Comment: NEWS 430	09/12-09/14	3
20	M-TU 430P-5P	:30	\$450.00
	Buyline Comment: NEWS 1/DAY	09/17-09/18	2
21	W-F 430P-5P	:30	\$450.00
	Buyline Comment: NEWS 1/DAY	09/12-09/14	3
22	M-TU 5P-630P	:30	\$725.00
	Buyline Comment: NEWS 5 2/DAY	09/17-09/18	4
23	W-F 5P-630P	:30	\$725.00
	Buyline Comment: NEWS 5 2/DAY	09/12-09/14	6
24	M-TU 630P-7P	:30	\$725.00
	Buyline Comment: JEOPARDY 2/DAY	09/17-09/18	4
25	W-F 630P-7P	:30	\$725.00
	Buyline Comment: JEOPARDY 2/DAY	09/12-09/14	6
26	M-TU 7P-730P	:30	\$725.00
	Buyline Comment: WHEEL 1/DAY	09/17-09/18	2

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4 of 6

Station KSNV-TV LAS VEGAS, NV. Advertiser ( ) ROMNEY 4 PRESIDENT Product ROMNEY FOR PRESIDENT Estimate# 373	Agency ( ) AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494	Rep Firm ( ) PHILADELPHIA Sales Office ( ) AMY MCCREARY Salesperson ( ) AMY MCCREARY	
Buyer STEPHANIE KINCAID Phone# Fax#	Agency C/P/I/P/Z/E //373 Flight Dates 09/12/2012 - 09/18/2012 Hiatus Weeks	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	
LT In Day Time Program --- --- --- ---	Len Rate Dates --- --- ---	Spots/Week # of Total Spots Total Cost Weeks --- --- ---	Daypart
28 M-TU 11P-1130P Buyline Comment: NEWS 2/DAY	:30 \$750.00 09/17-09/18 4 1 4 \$3,000.00		
29 W-F 11P-1130P Buyline Comment: NEWS 2/DAY	:30 \$750.00 09/12-09/14 6 1 6 \$4,500.00		
30 M-TU 1135P- 1235A Buyline Comment: NEWS 1/DAY	:30 \$250.00 09/17-09/18 2 1 2 \$500.00		
31 W-F 1135P- 1235A Buyline Comment: TONIGHT 1/DAY	:30 \$250.00 09/12-09/14 3 1 3 \$750.00		
32 SA 6A-7A Buyline Comment: NEWS SUNRISE	:30 \$200.00 09/15-09/15 2 1 2 \$400.00		
33 SA 7A-9A Buyline Comment: SAT TODAY	:30 \$325.00 09/15-09/15 2 1 2 \$650.00		
34 SA 5P-530P Buyline Comment: NEWS	:30 \$350.00 09/15-09/15 3 1 3 \$1,050.00		
35 SA 630P-7P Buyline Comment: JEOPARDY	:30 \$350.00 09/15-09/15 1 1 1 \$350.00		
36 SA 11P-1130P Buyline Comment: NEWS 11	:30 \$750.00 09/15-09/15 2 1 2 \$1,500.00		

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5 of 6

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product BEVERLY, MA 02494  
Estimate# 373  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
Agency C/P/I/P/Z/E //373  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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37	SA	5A-530A	Buyline Comment: NEWS		:30	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
38	SA	530A-6A	Buyline Comment: NEWS		:30	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
39	SU	6A-7A	Buyline Comment: NEWS SUNRISE		:30	\$185.00	09/16-09/16	1	1	1	\$185.00	
40	SU	7A-8A	Buyline Comment: SUN TODAY		:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
41	SU	8A-9A	Buyline Comment: MEET PRESS		:30	\$1,900.00	09/16-09/16	1	1	1	\$1,900.00	
42	SU	9A-930A	Buyline Comment: NEWS TODAY		:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
43	SU	930A-10A	Buyline Comment: CHRIS MATTHEWS		:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
44	SU	11P-1130P	Buyline Comment: NEWS 11		:30	\$750.00	09/16-09/16	2	1	2	\$1,500.00	

#### —REPORT TOTALS—

Report Totals: 111 / \$54,260.00

Sep 12: 111 / \$54,260.00  
Sales Totals: 111 / \$54,260.00

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6 of 6

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product ROMNEY FOR PRESIDENT  
Estimate# 373  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Station Totals: 111 / \$54,260.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV	Salesperson Phone#	Salesperson FAX#
	\$217,040	0%	0%	0%	28%	25%		
		KTNV	KTUD	KVCW	KVMY	KVVU		
		26%	0%	0%	0%	21%		
		XXXX	0%					

—COMPETITIVE COMMENTS—  
SHARES EST

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE